



Media Relations

Success in the media

Integrated and cross-media media relations

Communication spaces are expanding, media borders are becoming blurred; however the wish and the necessity of being present in the media as a company remain. Editorial offices generally serve several channels at the same time.

An integrated approach is therefore indispensable for the successful placement of a topic. navos develops cross-media concepts for media address, creates individual ideas for implementation and draws up all the press material required such as text, photos, graphics, footage material or direct quotes. However one singular placement is not sufficient. Instead, strategic issue planning is essential to penetrate into the media world and be heard. Finding relevant and exciting approaches for the media is one of the strengths of navos – a strength that can be gauged continually using clipping reports or media resonance analysis.

Media relations comprises the following instruments:

- **Concepts on medial relations**

Every media relations task starts with an evaluation of the situation with analysis determining the company's own starting position in the competitive context and defining aims. The topics are often predetermined by overriding communications concepts with the result that it rapidly becomes a question of developing messages and positioning options in concrete terms. Occasions must be created for this, creative plugs must be found and appropriate media formats selected.

- **Public relations / press office**

Public relations is one of the basic disciplines in corporate communication. It includes drafting and distributing press releases, administering press distribution lists and being available for journalist's enquiries. For this purpose, navos regularly fills press offices for customers, maintains relations with jour-

Roadmap media relations

Conceptualising

Developing individual (cross)media concepts to address media

Creating

Form of address, press material, positioning, tool boxes, interlocking with social media

Supporting

Editorial tours, footage productions, interim-spokespersons, ensuring continuous flow of news

Follow-up

Monitoring, documentation, success monitoring, lessons to learn





nalists and prepares press appointments structurally and regarding content. Rapid response times are particularly important to journalists. navos therefore ensures for example that language regulation and Q&A papers are always up to date.

- **Media training**

Being under fire from journalists may be a challenge even to seasoned executive personalities. Therefore, dealing with journalists in front of a live camera and microphone cannot be practised enough. navos performs regular training with company spokespersons and practises responding to concrete topics in an interview and wording quotable statements in tense situations.

- **Media relations**

There are various formats for positioning topics in the media: from editorials through articles or interviews to media cooperation or competitions. navos identifies the right media and formats for each target group, maintains the corresponding journalist contacts and places articles via these contacts in print, TV, radio and the Internet.

- **Press meetings**

Press conferences or background meetings – companies generally have several occasions during a year to invite journalists to personal meetings or to virtual conferences. navos develops the common theme, and the message setting, writes speeches, prepares presentations and press material for press meetings. Apart from the content, the organisation must also be right: from invitation management through distribution of press releases to catering and follow-up, navos assumes all the tasks involved.

- **Convincing with moving pictures**

In addition to classic media relations, moving pictures are gaining in significance. Films and apps provide new links for media relations in particular for mobile devices and in the Internet. A film can attract attention in an entertaining way as well as being shared with colleagues and friends via a mouse click creating a viral effect.

navos – Public Dialogue Consultants. Effective PR in dialogue for our clients.

Our communication habits and infrastructures are changing rapidly. What unites this development is that they encourage and demand dialogue. Each and every individual is becoming increasingly significant in communicative terms and thus also relevant for a company's reputation and economic success. For navos, sustainable, serious dialogue with all stakeholder groups therefore provides the basis of communication. We have mastered the art of conducting essential dialogue and are specialised in stakeholder dialogue, crisis communications and public affairs. navos stands for groundbreaking, contemporary and functional communication. With our 50 employees from our offices in Berlin, Düsseldorf and Hamburg, we particularly work on behalf of clients from the energy, environmental, telecommunications and financial sectors.

Berlin

Kurfürstenstraße 87
D-10787 Berlin
Fon +49 (0)30 / 467 24 25-0

Düsseldorf

Volmerswerther Straße 41
D-40221 Düsseldorf
Fon +49 (0)211 / 96 08 17-0

Hamburg

Glashüttenstraße 79
D-20357 Hamburg
Fon +49 (0)40 / 696 387 64-0

info@navos.eu

www.navos.eu

 navos on facebook